

receiving a reply from said customer at said input device in response to said step of displaying [prompting said customer], said interactive video apparatus having a processor that, based on at least one processor instruction that controls said interactive video apparatus, processes [for processing] said [customer] reply and delivers to a first output device of the interactive video apparatus one of [delivering] said transaction and an acknowledgment that designates said transaction [based on one or more processor instructions];

[processing said reply from said step of receiving a reply and]
selecting one of [a] code that designates said transaction [or] and a datum that designates [designating] said transaction in response to said step of receiving, said interactive video apparatus having a [method or device] means for communicating said processed reply to a remote site;

communicating said selected one of said code [or] and said datum to [a] said remote site, said interactive video apparatus and said remote site comprising a network that includes at least one receiver site, at least one processor site and at least one transmitter site [of receiver/processor/transmitter sites];

delivering said at least one [or more] processor instruction[s] at said interactive video apparatus in response to said step of communicating [said selected code or datum], said at least one [or more] processor instruction[s] controlling said interactive video apparatus; and

delivering one of said [requested] transaction [or] and said acknowledgment [an acknowledgement designating said requested transaction] on the basis of said at least

one [or more] processor instruction[s] from said step of delivering [processor instructions].

57. (Amended) The method of claim 56, wherein said at least one [or more] processor instruction[s] enables said interactive video apparatus to process [executable code or] at least one discrete signaling appearance [or more signal words], said method further [having one] comprising the step [from the group consisting] of:

receiving one of a broadcast information transmission and a [or] cablecast information transmission, said one of said broadcast information transmission [or] and said cablecast information transmission containing a video graphic and said at least one discrete signaling appearance [or more signal words], said at least one discrete signaling appearance [or more signal words] designating [executable] second code[;

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receiving a broadcast or cablecast information transmission, said broadcast or cablecast information transmission containing a video graphic and said one or more instructions;

receiving a broadcast or cablecast information transmission, said broadcast or cablecast information transmission containing one or more signal words and said one or more instructions, said one or more signal words designating executable code; and

receiving a broadcast or cablecast information transmission, said broadcast or cablecast information transmission containing downloadable executable code and said one or more instructions].

58. (Amended) The method of claim 56, wherein a control signal is generated based on said at least one [or more] processor instruction[s], said method further having one step of the group consisting of:

selecting a video graphic in response to said generated control signal;
outputting a video graphic in response to said generated control signal;
processing user input based on said generated control signal;
generating at least [some] a portion of a video graphic image based on said generated control signal; and
outputting one of a simultaneous presentation and a [or] sequential presentation of said video and at least one [or more] receiver specific video graphic image[s] based on said generated control signal.

59. (Amended) The method of claim 56, wherein a control signal is generated based on said at least one [or more] processor instruction[s], said method further comprising the step of controlling one of (i) a receiver, (ii) a switch, (iii) one of a decryptor [or] and an interrupt device, (iv) a storage device, (v) a computer, and (vi) a second output device based on said control signal.

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60. (Amended) The method of claim 56, wherein said at least one processor instruction instructs said processor to generate at least one [or more] receiver specific [data] datum [are generated based on said one or more instructions], said method further comprising the steps of:

generating, based on said at least one processor instruction, said at least one [or more] receiver specific [data] datum by processing information stored in a computer; and

outputting one of a simultaneous presentation and a [or] sequential presentation of a video graphic and said generated at least one [or more] receiver specific datum [data].

61. (Amended) The method of claim 56, wherein said one of said code and said datum is said code and said step of delivering said at least one processor instruction comprises:

receiving a plurality of discrete signaling appearances from a remote transmitter station; and

assembling said plurality of discrete signaling appearances into said at least one processor instruction, said method further comprising the step of assembling said [designated executable] code based on one of said at least one [or more] processor instruction[s or] and said step of receiving a reply.

62. (Amended) The method of claim 56, wherein said at least one [or more] processor instruction[s] further designates a specific processor, said method further comprising the step of communicating said [designated executable code] at least one processor instruction to said designated specific processor.

63. (Amended) The method of claim 56, wherein said at least one [or more] processor instruction[s] further designates a specific user input to process, said method further comprising the step of generating output by processing said specific user input.

64. (Amended) The method of claim 56, wherein said at least one [or more] processor instruction[s] generates at least [some] a portion of at least one [or more] video graphic[s] for output, said method further comprising the steps of:

receiving at least one [or more] control signal[s] which enables a [said] receiver station to at least one of (i) process said at least one [or more] processor instruction[s or] and (ii) output said at least a portion of said at least one [or more] video graphic[s]; and enabling said receiver station to said at least one of (i) process said at least one [or more] processor instruction[s or] and (ii) output said at least a portion of said at least one [or more] video graphic[s] based on said received at least one [or more] control signal[s].

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65. (Amended) The method of claim 56, wherein said at least one [or more] processor instruction[s] designates a second [executable] code which generates at least [some] a portion of at least one [or more] video graphic[s] for output, said method further comprising the step of communicating to a remote station data evidencing at least one of the availability [availability], use, [or] and usage of at least one of (i) said at least one [or more] processor instruction[s], (ii) said designated [executable] second code, [or] and (iii) said at least a portion of said at least one [or more] video graphic[s].

66. (Amended) The method of claim 56, wherein information evidencing one of the availability, use [or] and usage of at least one of (i) said video [or] and (ii) at least one of said code and said datum [data are] is at least one of stored [or] and communicated to a remote data collection station, said method further comprising the step of selecting evidence information that one of identifies [or] and designates at least one [or more] of:

- (1) a video;
- (2) a use of programming;
- (3) a transmission station;
- (4) a receiver station;
- (5) a network;
- (6) a broadcast station;
- (7) a channel on a cable system;
- (8) a time of transmission;
- (9) a unique identifier datum;
- (10) at least one of a source [or] and a supplier of data;
- (11) at least one of a publication, article, publisher, distributor, [or] and an advertisement; and
- (12) an indication of copyright.

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67. (Amended) The method of claim 56, wherein said at least one [or more] processor instruction[s] incorporates a second [executable] code, said method further comprising the steps of communicating said second [executable] code to said processor

and performing, on the basis of said second [executable] code, one selected from the group consisting of:

- (1) receiving a signal containing said data;
- (2) actuating at least one of a video output device, audio output device, [or] and print output device[, as appropriate,] to output said data;
- (3) decrypting at least a portion of said data;
- (4) controlling a selective [transmission] transfer device to communicate said data [selected specific output] to said [selected specific] at least one of said video output device, said audio output device and said print output device;
- (5) generating a receiver specific datum to present with said data; and
- (6) delivering a receiver specific datum at said interactive video apparatus one of simultaneously [or] and sequentially with at least one of said video [or] and said data.

68. (Amended) The method of claim 56, wherein one of said at least one [or more] processor instruction[s] is delivered in a multichannel signal transmitted by one of a remote cable transmitter station and a remote [or] satellite transmitter station, said method further comprising the step of tuning a converter to receive said [said] at least one [or more] processor instruction[s].

69. (Amended) The method of claim 56, [having] further comprising one step selected from the group consisting of:

programming said interactive video apparatus to query a remote data source in
at least one of [at] a particular time [or] and [in] a particular fashion;
delivering at said interactive video apparatus [some] processed information of a stored datum one of simultaneously [or] and sequentially with at least one of said video [or] and said data;
storing said [subscriber] reply for subsequent processing in response to [one or more of] said at least one [or more] processor instruction[s]; and
assembling and communicating to a remote site data evidencing said [subscriber] reply.

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70. (Amended) The method of claim 56, further comprising the steps of:
storing a subscriber instruction to receive at least one of [or more] specific videos, data, news items, [or] and computer control instructions; and
receiving said at least one of [or more] said specific videos, data, news items, [or] and computer control instructions in accordance with said subscriber instruction.

71. (Amended) The method of claim 56, further comprising the steps of:
programming said processor to respond to at least one of data and an instruct signal contained within an information transmission communicated from one of a data source and a [or] programming source;
receiving [an] said information transmission from said one of a data source and a programming source [a local storage device or remote videomng source];

inputting at least [some] a portion of said received information transmission to a control signal detector;

detecting said at least one of said data [or] and said [an] instruct signal in said information transmission; and

passing said [detected] at least one of said data [or] and said instruct signal to said processor.

72. (Amended) The method of claim 56, wherein said at least one [or more] processor instruction[s are] is embedded in a non-visible portion of a signal containing said video.

73. (Amended) The method of claim 56, wherein said at least one [or more] processor instruction[s are] is embedded in a non-visible portion of a television signal.

74. (Amended) The method of claim 56, wherein said data include at least one of text [or] and at least one [or more] video graphic[s] for output.

75. (Amended) A method of delivering a video presentation at at least one receiver station of a plurality of receiver stations each of which includes a receiver, a signal detector, a processor, and an output device, and [with each said receiver station] is adapted to detect the presence of at least one [or more] control signal[s] and programmed to process downloadable processor instructions, said video presentation including (a) a first video image and (b) a second video image, said second video image (i) containing at least one datum that at least one of completes and supplements said

first video image and (ii) overlaying said first video image, said method comprising the steps of:

- (1) receiving at a transmitter station said downloadable processor instructions, said downloadable processor instructions instruct said [which is effective] at least one [a] receiver station to one of generate [or] and output a specific portion of [a] said video presentation, said downloadable processor instructions having at said at least one [of said plurality of] receiver station[s] a target processor to process data;
- (2) transferring said downloadable processor instructions from said transmitter station to a transmitter;
- (3) receiving said at least one [or more] control signal[s] at said transmitter station, said at least one [or more] control signal[s] operate to] being operative at said at least one receiver station to control one of (i) an execution of [execute] said downloadable processor instructions [or] and (ii) a delivery of at least a portion of said video [deliver a combined or sequential] presentation [of a video image and one or more data described or promoted in said video presentation]; [and]
- (4) transferring said at least one [or more] control signal[s] from said transmitter station to said transmitter[,]; and
- (5) transmitting an information transmission comprising the downloadable processor instructions and said at least one [or more] control signal[s].

76. (Amended) The method of claim 75, [wherein a combined or sequential output of a video image and said specific portion of a video presentation is delivered at

the output device of said at least one receiver station], said method further comprising the steps of

receiving at least a portion of said first video image and said second video image at said transmitter station; and

transmitting said at least a portion of said first video image and said second video image to said at least one receiver station.

77. (Amended) The method of claim 75, wherein [said] one of downloadable [executable] code [or some] and identification data in respect of said downloadable [executable] code [are] is embedded in a non-visible portion of a signal containing [a] at least one of said first video image and said second video image.

78. (Amended) The method of claim 75, wherein [a] said video presentation [image] is displayed at said at least one receiver station and [said] downloadable [executable] code programs said [receiver station] processor (i) to output at least one of video, audio, [or] and text one of simultaneously [or] and sequentially with said video presentation [image], [or] (ii) to process a viewer reaction to said video presentation [image or] and (iii) to select information that supplements said video presentation [image].

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79. (Amended) The method of claim 75, wherein said at least one [or more] control signal[s incorporate some of said] contains downloadable [executable] code.

80. (Amended) A method of delivering a video presentation at at least one receiver station of a plurality of receiver stations each of which includes a receiver, a signal detector, a processor, and an output device, and [with each said receiver station] is adapted to detect the presence of at least one [or more instruct or control] signal[s], said method comprising the steps of:

(1) receiving, at an origination transmitter station, video to be transmitted by a remote intermediate transmitter station; [and]

(2) delivering a signal containing said video to [a] an origination transmitter, said signal containing said video [having] also containing an instruct signal [which is effective at] that instructs said at least one receiver station to at least one of (i) one of generate [or] and output a specific portion of a video presentation [or] and (ii) [to] deliver data that is at least one of described [or] and promoted in said video;

(3) [(2)] receiving, at said origination transmitter station, at least one [or more] control signal[s which] that, at the remote intermediate transmitter station, [operate to] controls the communication of at least one of said video and said instruct signal; and

(3) transmitting said at least one [or more] control signal[s to] from said origination transmitter before a specific time.

81. (Amended) The method of claim 80, wherein said at least one [or more] control signal[s] comprises at least one of [a] code [or] and a datum which, [operates] at the remote intermediate transmitter station, identifies [to identify] at least one of (i) said video [or] and (ii) data that is at least one of described [or] and promoted in said video, said method further comprising the step of:

transmitting from said origination transmitter a second control signal which, [operates] at the remote intermediate transmitter station, controls the communication of [to communicate] said at least one of said video and said instruct signal to a second transmitter at said specific time.

82. (Amended) The method of claim 80, further comprising the step of embedding a specific one of said at least one [or more] control signal[s] in a non-visible portion of a signal containing said video before transmitting said video to said remote intermediate transmitter station.

83. (Amended) The method of claim 80, wherein said specific time is a scheduled time of transmitting said video at said remote intermediate transmitter station [or said one or more control signals are effective at the remote intermediate transmitter station to control one or more of a plurality of selective transmission devices at different times].

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84. (Amended) A method of delivering a video presentation at at least one receiver station of a plurality of receiver stations each of which includes a receiver, a signal detector, a processor, and an output device, and [with each said receiver station] is adapted to detect the presence of at least one signal [or more instruct or control signals], said method comprising the steps of:

- (1) receiving video at a transmitter station; [and]
- (2) delivering said video to a transmitter;

(3) [(2)] receiving at least one [or more] instruct signal[s] at said transmitter station, said at least one [or more] instruct signal[s] instructs [at] said at least one receiver station [operate] to deliver one of a combined presentation and a [or] sequential presentation of said video and at least one of [(1)] (i) at least one [or more] receiver specific [data] datum and [(2)] (ii) at least one [or more data] datum that is at least one of described [or] and promoted in said video;

(4) [(3)] transferring said at least one [or more] instruct signal[s] from said transmitter station to [a] said transmitter; and

(5) [(4)] transmitting said video and said at least one [or more] instruct signal[s] from said transmitter station to said at least one receiver station.

85. (Amended) The method of claim 84, wherein at least one of [some] identification data [or] and said at least one [or more] instruct signal[s] are is embedded in a signal containing said video.

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86. (Amended) The method of claim 84, wherein said step of transmitting directs said video to said plurality of receiver stations at the same time and each of said plurality of receiver stations one of receives [or] and responds to said at least one [or more] instruct signal[s] concurrently.

87. (Amended) The method of claim 84, wherein said step of transmitting directs said video to said plurality of receiver stations at different times and each of said plurality of receiver stations responds to said at least one [or more] instruct signal[s] at a different time.

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88. (Amended) The method of claim 84, further comprising the steps of receiving said video at a receiver in the transmitter station, communicating said video from said receiver to a memory location, and storing said video at said memory location for a period of time prior to [communicating] delivering said video to [a] said transmitter.

Please add the following new claims:

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89. The method of claim 56, wherein said at least one processor instruction enables said interactive video apparatus to process one of second code and at least one discrete signaling appearance, said method further comprising the step of: receiving one of a broadcast information transmission and a cablecast information transmission, said one of said broadcast information transmission and said cablecast information transmission containing a video graphic and said at least one processor instruction.

90. The method of claim 56, wherein said at least one processor instruction enables said interactive video apparatus to process at least one discrete signaling appearance that designates a second code, said method further comprising the step of: receiving one of a broadcast information transmission and a cablecast information transmission, said one of said broadcast information transmission and said cablecast information transmission containing said at least one discrete signaling appearance and said at least one processor instruction.

91. The method of claim 56, wherein said at least one processor instruction enables said interactive video apparatus to process one of second code and at least one discrete signaling appearance, said method further comprising the step of:

receiving a broadcast information transmission and a cablecast information transmission, said one of said broadcast information transmission and said cablecast information transmission containing downloadable code and said at least one processor instruction.

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92. The method of claim 80, wherein said at least one control signal is effective at the remote intermediate transmitter station to control at least one of a plurality of selective transfer devices at different times. ~